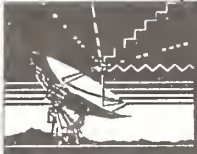


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# Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2696

January 13, 1995

**NEW DEFINITION FOR "FRESH" --** The Department of Agriculture will issue a proposed rule that would prohibit the use of the term "fresh" to describe poultry that has been previously frozen, says Richard Rominger, Acting Secretary of Agriculture. Under the proposed rule, poultry could not be labeled "fresh" if it had ever been chilled below 26 degrees Fahrenheit, the temperature at which poultry becomes hard to the touch. Also, poultry previously held at temperatures between 0 and 26 degrees F would have to be labeled "previously frozen." This would change the current policy, which allows raw poultry to be labeled as "fresh" if its internal temperature is or has previously been between 0 and 40 degrees F. Rominger said, "Consumers generally expect that a product labeled fresh has not been frozen. The proposed change would ensure that previously frozen poultry products are not marketed as 'fresh' poultry, and it would inform consumers when a soft poultry product they select has been previously frozen." The Food Safety and Inspection Service (FSIS) concluded the safety of poultry is not jeopardized if it is kept at 40 degrees or below, based on their recent review of the scientific literature. FSIS handles the federal inspection program to ensure meat and poultry products are safe, wholesome and accurately labeled. **Contact: Jacque Knight (202) 720-9113.**

**SHEEP AND WOOL PROMOTION PROPOSALS --** USDA is seeking proposals for a national sheep and wool promotion, research, education and information order. An order is authorized by the Sheep Promotion, Research and Information Act of 1994. Lon Hatamiya, Acting Administrator of USDA's Agricultural Marketing Service, said an order would put the sheep and wool program on the same self-funded, sustaining basis as similar commodity promotion, research and information programs. USDA will publish a proposed order in a future issue of the Federal Register based on proposals received. **Contact: Connie Crunkleton (202) 720-8998.**

**NO WIDESPREAD CONTAMINATION OF '94 CORN --** A USDA pilot study of Iowa corn crop quality found no widespread mycotoxin contamination, a condition which could pose a risk to animal health. Mycotoxins are produced by fungi or molds and cause sickness in animals that eat feed made from contaminated crops. Iowa was chosen for the sampling survey because it is the largest corn producer in the U.S., making Iowa's mycotoxin results an indicator of the general status of Midwestern grains. Lonnie King, acting administrator of USDA's Animal and Plant Health Inspection Service, said, "Our Iowa study shows that its corn crop is free from widespread mycotoxin contamination that can cause potential animal health problems. Findings of the survey showed an extremely low incidence of significant levels of mycotoxins. **Contact: Kendra Pratt (301) 436-4898.**

**AARC CENTER NAMES NEW MEMBERS --** Acting Secretary of Agriculture Richard Rominger announced (January 6) the appointment of six new members to the Board of Directors of the Alternative Agricultural Research and Commercialization (AARC) Center. Created as part of the 1990 farm bill, AARC is dedicated to commercialization of industrial (nonfood, nonfeed) products and new uses for agricultural and forestry materials. The AARC Center is governed by a nine member board of directors. **Contact: Ron Buckhalt (202) 690-1633.**

**NEW PLANT VARIETIES** -- USDA has issued certificates of protection to developers of 44 new varieties of seed reproduced plants including bean, bentgrass, bluegrass, celery, corn, cotton, melon, peanut, rice, soybean, tobacco, triticale, vinca and wheat. Kenneth H. Evans, an official with USDA's Agricultural Marketing Service, said developers of the new varieties will have the exclusive right to reproduce, sell, import and export their products in the U.S. for 18 years. Certificates of protection are granted after a review of the breeders' records and claims that each new variety is novel, uniform and stable. USDA's Agricultural Marketing Service administers the plant variety protection program which provides marketing protection to developers of new and distinctive seed-reproduced plants ranging from farm crops to flowers. **Contact: Alicia L. Ford (202) 720-8998.**

**STUDY GUIDES OFFERED** -- USDA's National Agricultural Library is now making available to the public a comprehensive "Resource Guide to Aquaculture Information" and two popular reference guides on the developing field of rural studies. The resource guide lists over 500 resources for information on all aspects of aquaculture. Included with the listing are addresses, telephone numbers and, where available, e-mail addresses. NAL has updated two rural studies guides: "A Rural Studies Bibliography," a listing of 215 books and articles related to all aspects of rural studies, and "The Directory of Rural Studies Scholars and Educators," a listing of U.S. scholars and educators in a range of disciplines involved in rural-issues teaching or research. NAL's Aquaculture and Rural Information Centers are two of 11 information centers which NAL established to keep abreast of current information on issues of critical importance to U.S. agriculture. **Contact: Brian Norris (301) 504-6778.**

**NEW FOOD SAFETY APPOINTMENTS** -- Acting Under Secretary for Food Safety Michael R. Taylor announced (January 9) the appointment of Dr. Bonnie Buntain to serve as the Director of the Animal Production Food Safety Program within the Food Safety and Inspection Service (FSIS). The program will target pathogenic microorganisms such as E. Coli 0157:H7 and Salmonella. The USDA Reorganization Act of 1994 created the new position of under secretary to oversee all USDA food safety responsibilities. That includes meat and poultry inspection, animal production activities to reduce and control public health hazards such as pathogen contamination of livestock and poultry, and egg products inspection. Dr. Buntain will join FSIS January 22. **Contact: Jacque Knight (202) 720-9113.**

**SPENCER NAMED INFOSHARE PROGRAM MANAGER** -- Dorothy Spencer has been selected as program manager of USDA's Infoshare Program, Acting Secretary of Agriculture Richard Rominger announced (January 4). The Infoshare Program is a partnership between natural resources, rural development, farm service agencies and the customers of USDA to provide improved service at less cost, and where customers are served by one coordinated USDA office. As director, Spencer is responsible for improving the delivery of services to customers through business process re-engineering and information systems integration. She will also be facilitating the implementation of new operating procedures for the recently created USDA field service centers. Her appointment was effective January 3. **Contact: Martha Cashion (202) 720-3310.**

**USDA GOES INTERNET** -- To access this document via Internet, point your gopher to esusda.gov and a menu selection will appear or send an e-mail message to almanac@esusda.gov. The single line message should read: send(space)USDA-releases(space)help. Retrieval instructions and a list of documents currently available will appear. Need more help? **Contact: Maria Bynum (202) 720-5192.**



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**FROM OUR RADIO SERVICE**

**AGRICULTURE USA # 1963 --** In this edition of Agriculture USA, Lori Spiczka reports on what to do with your food when you lose power during a winter storm. (Weekly cassette -- 13-1/2 minute documentary).

**CONSUMER TIME # 1444 --** If it's lights out, throw it out; parents and their kids' sports; strength training feasible for elderly; a new definition of fresh poultry; government reviewing fire policies. (Weekly cassette -- 2-1/2 to 3 minute consumer features).

**AGRITAPE FEATURES # 1954 --** U.S. apples to Japan; trade potential with Vietnam; farm work on West coast sliding; a small name for a big worry; new honey bee ailment. (Weekly cassette -- news features).

**UPCOMING ON USDA RADIO NEWSLINE --** Monday, January 16, HOLIDAY. Tuesday, January 17, crop/weather update, hog outlook, milk production. Wednesday, January 18, vegetable production. Thursday, January 19, non-citrus fruit, nut production summary. Friday, January 20, catfish processing, livestock slaughter. Monday, January 23, livestock, dairy and poultry, ag trade update. Tuesday, January 24, weekly weather and crops. Friday, January 27, cattle on feed report, sheep and goats. Tuesday, January 31, Agricultural Prices. **These are USDA reports we know about in advance. Our newslines carries many stories every day which are not listed in this lineup.**

**USDA RADIO NEWSLINES (202) 488-8358 or 8359.**  
**COMREX ENCODED (202) 720-2545**  
Material changed at 5 p.m., EDT, each working day.

**FROM OUR TELEVISION SERVICE**

**A SPECIAL FIVE PART SERIES: *"USDA'S Dairy Barn of the Future"***

**FEATURE --** Part One: An Overview. Patrick O'Leary reports on the USDA's experimental dairy barn in Beltsville, MD. (2:20 minutes)

**FEATURE --** Part Two: Manure Digester Reduces Odor. (2:03 minutes)

**FEATURE --** Part Three: Dairy Cow Dietary Analysis. (1:59 minutes)

**FEATURE --** Part Four: Barnyard Fly Control. (2:09 minutes)

**FEATURE --** Part Five: Livestock Gender Selection. (1:52 minutes)

**UPCOMING FEATURES --** U.S. Ambassador to Japan, Walter F. Mondale speaks to the National Press Club about U.S. trade opportunities in the Pacific Rim.

**SATELLITE COORDINATES FOR TV NEWSFEEDS:**

*Galaxy 7, Transponder 9, Channel 9, Audio 6.2 or 6.8, Downlink frequency 3880 Mhz.*  
*Available on Thursdays 3:45 - 4:00 p.m., EDT; Mondays 11:00 - 11:15 a.m., EDT.*

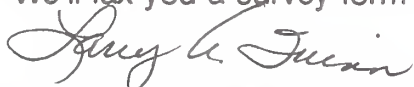
## OFF MIKE

**FIELDS OF THE FUTURE...**is a continuing education project that **Colleen Callahan** (WMBD, Peoria, IL) has been involved in for five years. On January 24, planning begins for this year's outdoor classroom for agriculture students. Community college students are involved in planting, tilling and harvesting crop plots with the help of sponsoring agriculture companies providing key ingredients like seed, fertilizer, etc. Toward the end of the project an Agronomy Day is scheduled for July 6 which will be like a mini Farm Progress Show. Also, a Kids' Safety program is planned the same day. Colleen spoke to us prior to heading for Denver where she will cover the National Western Livestock Show next week.

**STRANGE WEATHER...**has hit several areas in recent weeks. **Ray Forcier** (KWKH, Shreveport, LA) says 70 degree temperatures are quite a jump from 21 degrees last week. Ray was covering the Louisiana Cattlemen's Association state convention this week and had the honor of emceeing their Queen contest. Cotton farmers in his state will be voting on a Boll Weevil Eradication Program in March.

**TEXAS NEEDS RAIN...**and California has some to spare. **Bob Givens** (KGNC, Amarillo, TX) says wheat growers in his area need rain or snow. They ended '94 with a moisture deficit (not having a major rain in the last six months). Texas long has been known as cattle country, but it is quickly becoming hog country, too. Bob says one company is planning an 80,000 head farrow-to-finish hog operation on 20,000 acres in the Texas Panhandle. Texas experienced a 15 percent increase in hog inventory in the past year and growth is expected to continue. Texas cotton producers will grow more next year after good yields and quality in '94. Cotton market prices reached their highest levels in years.

**RADIO CASSETTE SERVICE...**surveys are coming in, and we thank you for your responses. We'll fax you a survey form if you've misplaced yours. Call Lynn Wyvill at 202-720-9951.



**LARRY A. QUINN, Director**  
Video, Teleconference and Radio Center

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